

Economic Development Committee Meeting Minutes, Wednesday 2/8/17

Call to Order: Mike Miller (EDC Chair) at 8:00AM

Present: Mike Miller (EDC Member Chair), Sally Welch (EDC Member Vice-Chair), Dan Karleskint (City Council), Peter Gilbert (City Council), Matt Brower (City Manager). EDC Members: Cathi Ruff, Cherri Spriggs-Hernandez, Matt Gardner, Carol Witten, Joann Hilton, Jerry Harner, and David Plaut.

Absences: Shawn Tillman (EDC Manager)

Motion for Minutes Approval: Motion by Jerry Harner, Matt Gardner 2nd.

Guests: Roger Ueltzen (Chair Sports Tourism), Bob Romness (Western Placer Education Foundation), Michelle Hayward MacDonald (5th generation Lincoln citizen), Stan Nader (City Councilmember).

Public Comment: Roger Ueltzen expressed his congratulations to staff and all volunteers for the successful opening day of the McBean Baseball Stadium with the William Jessup Warriors Team on January 28th. Roger said about 1,000 people attended the opening day.

Committee Business:

1. Introduction of new EDC Member: David Plaut, Technology Consultant of CVT Consultants, serving small to medium size businesses.
2. Nomination of Chair and Vice Chair: Motion by Carol Witten, Joann Hilton 2nd for Mike Miller as Chair and Sally Welch as Vice Chair.
3. Retreat Follow Up: A review of the Scorecards and Action Plans with a presentation by Matt Brower. A flow chart of Balanced Score Card of City Council and City Manager (Strategic View), the EDC Score Card (Tactical View), and the EDC Goals and Action Plans (Actionable Items) plus three detailed handouts furthered the dynamic discussion for review and revisions.
4. Next Steps: Volunteer Team Leaders for the EDC Goals and Action Plans:

Cherri Spriggs-Hernandez for Communication & Branding,
Matt Gardner for Data Collection, Analysis & Recommendations,
Cathi Ruff for Linkages, Relationships & Advocacy,
Mike Miller for Tools for Staff Use and Council Inquiries.

Updates:

1. New Business Licenses in January 2017 reflects 41 business applications in Lincoln.
2. Unemployment Data for December 2016 reflects Lincoln at a 4.4% Unemployment Rate.

Member Reports:

1. Jerry Harner distributed the Greater Sacramento Economic Council brochure "Certified Champions Program" about certification for leaders as advocates for the six-county Greater Sacramento area.
2. Cherri Spriggs-Hernandez related that entrepreneurships affect local business. She is a Lincoln Chamber Board Member. Cherri has and will continue to post videos to social media, highlighting local businesses and their owners.

Future Agenda Items:

1. Mike Miller will supply a list of past "Future Agenda Items" for review by EDC.
2. Team Leaders of the Goals & Action Plans will update EDC.
3. Initiate a plan for a joint Summit Meeting of EDC, Downtown Lincoln, & Lincoln Chamber of Commerce to help formalize the relationship between these three entities.

Meeting Adjourned: 9:35AM by Chair Mike Miller
Respectfully submitted by Carol Witten, EDC Member